

RBA RATES 2022



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|------------------|----------|
| Backcover | 20.530 € |
| Inside Cover | 15.540 € |
| Inside Backcover | 15.250 € |

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|---------------------------------------|----------|
| 1st Right Hand Page | 15.950 € |
| 2nd Right Hand Page | 15.520 € |
| Right Hand Page 1st Third of Magazine | 15.100 € |
| Left Hand Page 1st part of Magazine | 14.640 € |
| 1st Double Page | 31.090 € |
| 2nd Double Page | 29.570 € |
| Double Page | 28.220 € |
| 1/2 Page | 9.230 € |
| 1/2 Double Page | 18.410 € |
| 1/3 Page | 7.055 € |

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|---------------|----------|
| Single Page * | 14.110 € |
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(*) The acquisition of this ad space does not include a specific positioning

SIZES

| | |
|---------------------|---------|
| 1 Page | 206x272 |
| Double Page | 412x272 |
| 1/2 Horizontal Page | 206x136 |
| 1/2 Vertical Page | 103x272 |
| 1/3 Vertical Page | 68x272 |

Measurements in millimetres

Important:

For bleed, add 5mm to each indicated size on each side.

Approximate Deadline:

day 24 of each month

Approximate Publication Date:

day 18 of each month

CONTRACTING:

- 1- Advertorials and special ad spaces have a surcharge of 20%.
- 2- Advertising orders need be determined and irrevocable and no cancellation will be accepted after the deadline.
- 3- VAT and the cost of producing the originals have to be paid by the advertiser.

CIRCULATION CONTROLLED BY OJD

AUDIENCE/READERSHIP CONTROLLED BY EGM

CARACTERISTICS:

American Binding

DISPLAY

| | | | | | |
|--------------------------|-----|-----------------------|-------------|--------|------|
| Megabanner | CPM | desktop/tablet | 728 x 90 | 50 Kb | 20 € |
| Banner Mobile in heading | CPM | mobile | 320 x 100 | 50 Kb | 20 € |
| Sticky Mobile | CPM | mobile | 320 x 100 | 50 Kb | 32 € |
| MPU | CPM | desktop/tablet/mobile | 300 x 250 | 50 Kb | 22 € |
| MPU | CPM | desktop/tablet/mobile | 300 x 600 | 50 Kb | 25 € |
| Billboard | CPM | desktop/tablet | 970 x 250 | 125 Kb | 29 € |
| Skin | CPM | desktop | 1600 x 1024 | 150 Kb | 40 € |
| Pre-Roll | CPM | desktop/tablet/mobile | 16:9 | 500 Kb | 39 € |
| In-Text | CPM | desktop/tablet/mobile | 16:9 | 500 Kb | 35 € |
| Interstitial | CPM | mobile | 300 x 600 | 50 Kb | 40 € |

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|---------------------------|-------|
| Drop-down | + 10% |
| Geographical Segmentation | + 10% |
| Video included | + 10% |

SPONSORSHIPS

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|---------------------|------------------|----------|
| Brand Day | Skin + 2 MPU | 11.760 € |
| Brand Week | Skin + 2 MPU | 84.000 € |
| Section Sponsorship | CPM Skin + 2 MPU | 84 € |
| Sponsorship Label | CPM Skin + 2 MPU | 84 € |

BRANDED CONTENT

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|------------------------------|---------------------------|----------|
| Basic Branded Content | | 2.500 € |
| | Article in Home | 2 days |
| | Post in Facebook | 1 |
| Fortnightly Branded Content | | 6.500 € |
| | Article in Home | 1 day |
| | Article in subhome | 15 days |
| | Sticky | 75.000 |
| | MPU 300 x 250 | 250.000 |
| Monthly Branded Content | | 11.000 € |
| | Article in Home | 3 days |
| | Article in subhome | 1 month |
| | Sticky | 150.000 |
| | MPU 300 x 250 | 400.000 |
| | Post in Instagram/Twitter | 1 |
| | Post in Facebook | 2 |
| Branded Content Monthly Plus | | 14.300 € |
| | Article in Home | 7 days |
| | Article in subhome | 1 month |
| | Sticky | 150.000 |
| | MPU 300 x 250 | 500.000 |
| | Post in Instagram/Twitter | 2 |
| | Post in Facebook | 2 |
| | Newsletter | 1 |

OTHERS

| | | |
|------------------------|-----|---------|
| Display Newsletter | CPM | 40 € |
| Sponsorship Newsletter | CPM | 84 € |
| Product Placement | | 3.000 € |

Check for other publicity options

www.rbapublicitas.com

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